

## Message Text

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ACTION CU-05

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AMEMBASSY BRUSSELS  
AMEMBASSY MADRID

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FOR ASSISTANT SECRETARY RICHARDSON

E.O. 11652: N/A

TAGS: SCUL

SUBJECT: BICENTENNIAL CULTURAL PRESENTATION

SUMMARY: MISSION PROPOSES CRITERIA FOR BICENTENNIAL  
WEST EUROPEAN TOUR OF AN AMERICAN CULTURAL PRESENTATION  
AND SUGGESTS FOLK FESTIVAL, DANCE OR THEATER GROUP.

1. IN COMMON WITH OTHER POSTS IN THIS AREA WE  
HEARTILY ENDORSE THE PROPOSAL THAT AN OUTSTANDING CUL-  
TURAL PRESENTATION IN WESTERN EUROPE COMMEMORATE THE  
BICENTENNIAL YEAR. THE U.S. WILL RECEIVE HIGH RECOGNI-  
TION DURING THIS PERIOD FOR ITS POLITICAL AND SOCIAL  
ADVANCES. WE FEEL THE NATION DESERVES EQUAL RESPECT FOR  
ITS CULTURAL ACHIEVEMENTS AND THE CULTURAL PRESENTATIONS  
PROGRAM COULD CONTRIBUTE SIGNIFICANTLY TO THIS GOAL.

2. MORE IMPORTANT TO US THAN THE SPECIFIC CULTURAL  
ATTRACTION IS THE CRITERIA FOR SELECTING THE PRESENTATION.  
WE SUGGEST THE FOLLOWING GUIDELINES:

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- A. THE GROUP MUST BE OF THE HIGHEST CALIBER.
- B. THE PRESENTATION SHOULD BE UNIQUELY AMERICAN, REFLECTIVE OF THE POSITIVE DEVELOPMENTS OF U.S. HISTORY AND SOCIETY, AND REPRESENTATIVE OF OUR HIGH STANDARDS IN THE PERFORMING ARTS.
- C. THE ATTRACTION SHOULD BE CAPABLE OF BEING SUPPLEMENTED BY OFF-SITE ACTIVITIES AND MEDIA COVERAGE WHICH WOULD GENERATE BROADER PUBLIC AWARENESS AND RESULT IN RECOGNITION BEYOND THE RELATIVELY SMALL AUDIENCE WHO WILL BE PHYSICALLY ABLE TO ATTEND EVENTS OR PERFORMANCES.
- D. THE GROUP SHOULD OFFER SOMETHING SPECIAL COMMENSURATE WITH THE MILESTONE OF THE BICENTENNIAL, AN EVENT WHICH EUROPEANS WOULD NOT CONSIDER JUST ANOTHER ELEMENT IN THE CULTURAL SEASON.

3. THREE CATEGORIES OF PRESENTATIONS WHICH MIGHT MEET THESE CRITERIA ARE:

- A. ONE OF THE TOP THREE AMERICAN DANCE COMPANIES WITH ONE OR MORE NUMBERS CHOREOGRAPHED AROUND BICENTENNIAL THEMES.
- B. AN AMERICAN FOLK FESTIVAL COMPRISING A SERIES OF OUTSTANDING PROFESSIONAL ENSEMBLES SPACED THROUGHOUT THE BICENTENNIAL YEAR WITH OFFERINGS DEPICTING AMERICAN HISTORY AND ETHNIC DIVERSITY.
- C. AN AMERICAN THEATER COMPANY WITH AN INTERNATIONALLY RECOGNIZED LEAD AND A PLAY OR PLAYS APPROPRIATE FOR A BICENTENNIAL TOUR.

4. WE RECOGNIZE THE LIMITATIONS UNDER WHICH THE CULTURAL PRESENTATIONS PROGRAM OPERATES BUT BELIEVE THAT HISTORICAL AS WELL AS CONTEMPORARY VITAL TIES BETWEEN THE U.S. AND EUROPE WOULD MAKE 1976 THE RIGHT TIME FOR ONE OR MORE TOP FLIGHT PERFORMING GROUPS TO BE PROGRAMMED IN WESTERN EUROPE.

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